



MONTGOMERY COUNTY PLANNING COMMISSION

box 311 • norristown • pennsylvania • 19404-0311 • (610) 278-3722
office location: suite 201 • one montgomery plaza • swede & airy streets • norristown pa
FAX (610) 278-3941 • Website www.montcopa.org/plancom

MEMORANDUM

TO: David Kraynik, Township Manager
Bryan T. Havir, Assistant Township Manager

FROM: Drew Shaw, Section Chief of Environmental Planning

RE: Cheltenham Township Sustainability Plan

DATE: January 25, 2011

Thank you for the opportunity to provide Cheltenham Township with an updated proposal for a Sustainability Plan, with the Transportation element and overall cost revised to reflect DVRPC's proposed work. I have also attached a table of cost proposals for amendments to your current Community Planning Assistance contract, which show the total cost with and without the Transportation element in our scope of work. You will note that the cost is pro-rated for the last six months of 2011 and then spread out over the next two years of the contract, into to 2012 and 2013. Although the Sustainability Plan would likely be completed sooner than the end of 2013, we are offering the Township the ability to spread the cost over our standard three-year billing cycle.

The following memo provides you with general information on sustainability plans, an outline of the subject areas we would cover in Cheltenham's municipal sustainability plan, and the steps we would take with the township to create and help implement the plan.

What is a "Sustainability Plan?"

"Sustainability" is a term that has become popular and widely used in recent years, but what does it really mean? According to the United Nations Commission on Sustainable Development, sustainability means "meeting the needs of the present without compromising the ability of future generations to meet their own needs." For local municipalities, "sustainability" is an ongoing process of reducing the environmental and fiscal impacts of human activities, making changes that improve citizens' quality of life, and ultimately contributing to the reversal of global climate change.

Local governments across America have a great responsibility and opportunity to promote and model sustainability for their citizens. A "Sustainability Plan" can be a critical tool to help governments assess the areas where changes can be made, which changes will have the greatest impact, and how changes can be implemented in an efficient and cost-effective manner. A Sustainability Plan has a broad reach, taking into account the interrelated issues of climate

change, population change, land use, infrastructure, natural resource management, quality of life, public health, and economic development, and pinpoints specific actions that governments, schools, businesses, and citizens can undertake to meet their shared goals.

The benefits of a Sustainability Plan are numerous. Many of the implementation projects recommended in the plan will not only help a community reduce their carbon footprint, they can also lead to better health, better air and water quality, more desirable communities, long-term cost savings, and even increased jobs and economic development opportunities.

Cheltenham Township has already come a long way in implementing measures to increase community sustainability and promote better development. The Sustainability Plan will tie together all of the “green” policies, programs, and regulations it already has, supplement them with a wider array of policy and program recommendations, and make all of these elements part of an overarching goal to reduce the township’s total impacts on the environment, in a way that is both achievable and measurable.

Scope of the Sustainability Plan

Sustainability Plans usually tackle a similar set of issues. A township task force will need to work with the consultants to develop the list of issues so that it reflects Cheltenham’s current policies, specific needs, and priorities. The following broad topics can be covered in a Sustainability Plan, and we have listed some specific examples that may be included depending on the township’s goals and priorities:

LAND USE & DEVELOPMENT

- “Green Building” incentives, programs, and ordinances
- Zoning and SALDO evaluation and recommended “greening” amendments
- Open space and land conservation analysis and goal-setting
- Tree planting and canopy preservation
- Community gardens
- Redevelopment and infill opportunities
- Reduction of paved areas

TRANSPORTATION & MOBILITY

- To completed by and coordinated with Delaware Valley Regional Planing Commission

ENERGY USE

- Energy audits
- Energy conservation measures
- Renewable energy opportunities
- Green procurement at the municipal level
- Full Cost Accounting

WASTE MANAGEMENT

- Municipal recycling and composting programs
- Waste reduction
- Water conservation

- Stormwater management and runoff reduction
- Wastewater management / water pollution
- Green procurement

COMMUNITY & ECONOMY

- Involving Cheltenham residents in sustainability efforts
- Promoting local food networks
- Promoting alternative transportation for health and emissions reduction
- Incentives for sustainable local businesses and institutions
- Coordination between Cheltenham government, school district, major institutions and the business community

Cheltenham's Sustainability Plan

Every Sustainability Plan is different, based on each community's unique situation and goals. The stakeholders involved will shape the process, the plan's goals and priorities, and the form of the final product. Montgomery County will serve as a guide and resource for the stakeholders during the project. Cheltenham Township and its partners and stakeholders will be instrumental in shaping the plan. We offer the following outline of how this process could proceed and the end result the township could receive:

PROCESS

- Appointment of a Sustainability Task Force
- Set preliminary goals/objectives (within major categories above)
- Evaluate Cheltenham's existing conditions, programs, and policies
- Set specific goals based on the current conditions
- Evaluate possible action items for the plan
- Formulate specific recommendations and details for each action item (e.g. timelines, cost estimates, funding sources, implementation steps, and expected outcomes)

PRODUCT

- Introduction
- Baseline Analysis
- Vision & Goals
- Action Plan
- Checklist/Matrix

MCPC's Role and Capabilities

We are pleased to be able to offer Cheltenham Township Sustainability Planning services. Our team consists of community and environmental planners who are well-versed in sustainability planning and who have first-hand knowledge of the township. Our team also offers a regional perspective on Sustainability, through our work with the Delaware Valley Regional Planning Commission and Delaware Valley Green Building Council, and we have a global perspective through our membership in ICLEI – Local Governments for Sustainability USA. As you are aware, we also offer a full range of in-house mapping, GIS, data analysis, graphic design, and printing capabilities. We look forward to discussing this opportunity further with the township.

Cheltenham Township
 Community Planning Assistance
 Contract Cost Proposals
 January 1, 2011 through December 31, 2013

Description	TOTAL CONTRACT COST	MUNICIPAL SHARE 50%
Current Contract		
2 Planner-Days / Month		
24 Night Meetings / Year		
YEAR ONE TOTAL:	\$20,988.00	\$10,494.00
YEAR TWO TOTAL:	\$21,348.00	\$10,674.00
YEAR THREE TOTAL:	\$21,708.00	\$10,854.00
TOTAL CONTRACT COST:	\$64,044.00	\$32,022.00
(Six invoices, twice a year for three years)		
Proposed Contract Upgrade - Full Sustainability Plan		
3 Planner-Days / Month		
36 Night Meetings / Year		
YEAR ONE TOTAL: (pro-rated)	\$26,235.00	\$13,117.50
YEAR TWO TOTAL:	\$32,022.00	\$16,011.00
YEAR THREE TOTAL:	\$32,562.00	\$16,281.00
TOTAL CONTRACT COST:	\$90,819.00	\$45,409.50
(Six invoices, twice a year for three years)		
TOTAL COST - Full Sustainability Plan:	\$26,775.00	\$13,387.50
Proposed Contract Upgrade - Sustainability Plan with DVRPC		
2.75 Planner-Days / Month		
36 Night Meetings / Year		
YEAR ONE TOTAL: (pro-rated)	\$26,235.00	\$13,117.50
YEAR TWO TOTAL:	\$30,243.00	\$15,121.50
YEAR THREE TOTAL:	\$30,753.00	\$15,376.50
TOTAL CONTRACT COST:	\$87,231.00	\$43,615.50
(Six invoices, twice a year for three years)		
TOTAL COST - Sustainability Plan with DVRPC:	\$23,187.00	\$11,593.50